

# JAMES SAMUEL

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## SUMMARY

Skilled marketing professional with extensive experience in healthcare communications. Combines industry knowledge with expertise in traditional and digital media, including website development, content marketing, email marketing and social media. Excels at developing communications that connects with target audiences and maintaining consistent messaging across all communications platforms. Experience managing teams and collaborating with other disciplines.

## SKILLS & EXPERTISE

Writing and content development • Website development, deployment and maintenance • Content marketing • Event management • Social media marketing • Video and audio production • Search engine optimization (SEO) • WordPress, Drupal and Umbraco content management systems

## EXPERIENCE

CROZER-KEYSTONE HEALTH SYSTEM | Springfield, Pa.

### Director of Digital Marketing

Jan. 2018 – Feb. 2019

Responsible for all digital marketing activities for this regional health system that includes four hospitals, several ambulatory surgery facilities, two urgent care facilities and many physician practices.

- Led design and deployment of a new health system website built on a new content management system
- Reestablished a dormant email marketing program with three channels aimed at different target audiences
- Revived and expanded social media marketing
- Used paid search, Facebook advertising and other paid digital advertising to reach specific target audiences
- Managed a content development program for website, social media and email marketing use

UNIVERSAL HEALTH SERVICES, INC. | King of Prussia, Pa.

### Manager of Internet Marketing Services

2010 – 2016

### Senior Copywriter

2002 – 2010

Hired at this Fortune 500 hospital management company as senior copywriter in 2002 and was promoted to manager of the newly-formed internet marketing team. Played an instrumental role in building the internet marketing team from three people to a team of 11 that served the company's acute care and behavioral health divisions.

- Wrote or edited content on the company's corporate, acute care hospital, physician practice and insurance plan websites.
- Moved the company's websites from a proprietary content management system (CMS) to open-source systems based on Drupal, Umbraco and WordPress. That increased the internet team's ability to build and maintain websites internally, saved the company more than \$150,000 per year and eliminated its reliance on a single vendor.
- Created a social media program for the company's acute care hospitals and worked with the corporate attorney to revise the company's social media policy. Managed the program until it became large enough to require a social media manager.
- Worked with an outside agency to begin a paid search advertising program for specific hospitals and service lines.
- Developed a search engine optimization (SEO) program for the company's acute care hospital websites. Worked with an outside agency to help manage the program.
- Led a redesign program to ensure that the company's websites were all mobile responsive
- Worked with the corporate IT department to develop web-based applications that allow patients to reserve times in the emergency room for treatment of illnesses and injuries that are not life-threatening, and that display the average ER wait times on hospital websites and billboards
- Implemented marketing automation programs on the company's acute care hospital websites.
- Began to shift the company's digital strategy from an interruptive sales orientation to a content marketing/educational approach.

# JAMES SAMUEL

JIM SAMUEL COMMUNICATIONS | Langhorne, Pa.

**Consultant**

1993 – 2001

Provided copywriting and marketing services to several clients, including Mars Electronics International (MEI), Merck and Takeda Abbott Pharmaceuticals, Jeanes Hospital and others.

- Managed client and vendor relationships, and coordinated production activities with design agencies, direct mail houses and other suppliers.
- Planned and managed a two-year series of Continuing Medical Education (CME) seminars for gastroenterologists in cities across the USA and Europe for Merck and Takeda Abbott.
- Wrote print advertising, collateral and website copy for MEI to reach vending industry operators, the gaming industry and the transportation industry.
- Coordinated, planned and managed trade shows for MEI in the USA and Brazil.
- Planned and coordinated annual sales meetings for MEI, including audio-visual presentations.

FASTNEWS NETWORK, INC.

**Motorsports Reporter**

2001 - present

Cover National Hot Rod Association (NHRA) and International Hot Rod Association (IHRA) drag racing for DragRaceCentral.com, NHRA and IHRA websites.

## EDUCATION

TEMPLE UNIVERSITY –SCHOOL OF COMMUNICATIONS | Philadelphia, Pa.

**Journalism**